

September 2018

Vitamins and Supplements - UK

“The ongoing consumer focus on health and the continued success of demographic-specific supplements have supported growth in the vitamins and supplements category. However, with the majority of adults questioning the health promises made, improving trust is needed if the category is to grow its market penetration. Meanwhile, personalised subscriptions could ...

August 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“Consumers continue to worry about the impact Brexit will have on the UK economy. But people are still focussing much more on their own financial situations, which are currently in a pretty healthy state. The base rate rise will make it harder for some, but the general outlook is positive ...

July 2018

Health and Fitness Clubs - UK

“Operators need to embrace technology but remember that this is no substitute for personal interaction. Personal trainers and gym staff are a brand’s strongest asset. Affordability of personal training can be addressed, while using online channels to build rapport with customers can help overcome barriers to interaction.”

– Helen ...

Oral Care - UK

“In a sector where growth has ground to a halt, and is expected to remain flat for some time, oral care brands need to engage consumers more with their dental health and reduce reliance on special offers if they are to see value return. More standardised help and guidance in ...

June 2018

OTC Analgesics and Cold and Flu Remedies - UK

“The British population is facing a health crisis – it is getting older, more overweight and a growing culture of ‘presenteeism’ is resulting in many employees placing additional stress and strain on their bodies when rest



Health and Wellbeing - UK

and recuperation is what's needed. The OTC analgesics and cold and flu remedies market ...